

Fashion Calendar

1949

ISSUE

5/2/49

JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING FRIDAY, APRIL 29, 1949</u>			
Friday April 29 7:30 P.M.	"HOW TO EVALUATE YOUR PUBLICITY" Discussion of clipping services, and types of client presentation at the eighth in the series of "Shop Talk Clinics". Speakers: Bess Williams, Fashion Publicist, Federal Adv. Agency; and John E. Sattler, Director Public Relations, Ford Motor Co. Price of each lecture: \$1.00 (for members only). Contact: Ellen Lind, LU. 2-2250.	PUBLICITY CLUB OF NEW YORK, INC.	ADVERTISING CLUB 23 PARK AVENUE
Saturday April 30 1:30 P.M. Luncheon	BENEFIT FASHION PRESENTATION Spring and Summer fashions by Claire McCardell will be presented at a show for benefit of National Cancer Foundation. Price of tickets: \$5.00. Contact: Mrs. Ratzan, AT. 9-2074. Publicity: Rosamond Hanscom, TE. 8-8000.	CLAIRE MCCARDELL	HOTEL PIERRE BALLROOM
Saturday April 30 2:00 P.M.	"COOL CLOTHES AT CALM PRICES" "Cool Clothes at Calm Prices", a Summer fashion show, will be presented by Ohrbach's under auspices of the Hunter College "68" Club (girls at least 68 inches tall). Commentator: Bess Meyerson, former "Miss America". Admission 25¢. Publicity: Mark Klauser, Ohrbach's, SP. 7-9000.	OHRBACH'S	HUNTER COLLEGE AUD. 695 PARK AVENUE
April 30	NATIONAL BABY WEEK (April 30 - May 7).		
Sunday May 1 2:00 P.M. Bracer Breakfast	SHOWING OF BUDGET HATS FOR SUMMER Showing of "Post Easter Millinery" which will retail for less than \$15.00. (This is a repetition of the April 26th millinery showing at the Hotel Pierre) Reservations: \$2.50; contact: VO. 5-5000. Publicity: Ellen Lind or Mary Kelley, Millinery Fashion Bureau, LU. 2-2250.	MILLINERY FASHION BUR.; MILLINERY STAB. COMM.	CAFE MADISON 15 EAST 58TH STREET

WEEK BEGINNING MONDAY, MAY 2, 1949

Week Of May 2 2:30 P.M.- 5:30 P.M.	JOSET WALKER'S SUMMER COLLECTION Lord & Taylor will present the 2nd in a series of designers' collections, with a showing of Joset Walker's Summer fashions. Models on stationary mannequins will be grouped according to fabric and pattern along the entire front of the 5th floor. Future showings by: Dorothy Cox, May 9; Brigrance, May 11. Each designer will appear on the first day of his showing. Open to public. Publicity: Gloria Carr, WI. 7-3300.	LORD & TAYLOR	5TH FLOOR
Monday May 2 8:30 P.M.	BENEFIT SHOW FOR FRIENDS OF GREECE Fur highlights for Spring and Summer by Maximilian will be presented at a showing for the benefit of Friends of Greece. Price of tickets: \$15.00; contact: Mrs. Galey Dater, BU. 8-7869. Publicity for Maximilian: Rosemary Sheehan, CI. 7-8060.	MAXIMILIAN	HOTEL PLAZA RENDEZVOUS ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 3 1:00 P.M. Luncheon	BENEFIT FASHION PRESENTATION Sydell will present Summer fashions at a show for the benefit of the Junior League of the Bread Donor Nursery. Tickets: \$6.00. Contact: Mrs. Volk, SC. 4-3290. Sydell Contact: PL. 8-0892.	SYDELL (666 FIFTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Wednesday May 4 12:00 Noon Luncheon	TWELFTH ANNUAL DESIGN AWARDS LUNCHEON Twelfth Annual Design Awards luncheon by Lord and Taylor, honoring the individual creative ability of four Americans. Each award is \$1,000. Price of tickets: \$5.00. For tickets, contact: Mrs. Beverly Wolfe, WI. 7-3000, Ext. 425. Public Relations: Rea Lubar, WI. 7-3300, Ext. 420.	LORD AND TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Wednesday May 4 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW "Free And Gay"--Summer fashions for 1949 will be presented during luncheon. Press by invitation. Public by reservation; contact: "Frank", EL. 5-3000. Arnold Constable Publ.: Lynn Casey, MU. 5-2300. Ted Saucier Publ. Office; Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Wednesday May 4 4:00 P.M.- 6:00 P.M. Cocktails	PRESS SHOWING OF FINNISH JEWELRY Premiere showing in America of an exclusive collection of handmade Finnish jewelry, including ancient and modern designs in bronze, silver and pewter. Cocktails and Finnish hors d'oeuvres will be served. Attendance by invitation only. Publicity: Gerry Harrington, WA. 9-0157.	FINNISH ART SHOP, INC.	41 EAST 50TH STREET
Thursday May 5 4:00 P.M.- 5:00 P.M. Cocktails	BYRD CLOTH DISPLAY AND FASHION SHOW Fifteenth anniversary of Reeves Byrd Cloth with a fashion showing of Summer and Fall Graytogs Rainwear by Aaron Gray and exhibits of other apparel made of Reeves Byrd Cloth. Special guest: Admiral Richard E. Byrd. Showing at 4:30 P.M. Attendance by invitation. Promotion director for Reeves: Charles Schroeder. Publ. for Aaron Gray: Maxine Moore. Commentator & Publ. for fashion show: Mildred Kaldor, MU. 9-5420.	REEVES BROTHERS, INC. (54 WORTH STREET)	ST. REGIS HOTEL MAISONETTE ROOM
May 6	OPENING OF BELMONT PARK RACE TRACK (Friday). Publ.: Robt. Kelley, PL. 8-1700.		
Saturday May 7 12:30 P.M. Luncheon	SUB-TEEN SUMMER FASHION SHOW A repeat performance of the Petiteen Summer fashion show will be given at a luncheon sponsored by the Girl Scouts of America. Attendance strictly by invitation. Publicity: Renee Isaacs, Jack Berman Co., Inc., MU. 9-1546.	PETITEEN	CHIN LEE RESTAURANT 1604 BROADWAY
May 8	MOTHER'S DAY (Sunday). Theme: "Everybody's In Love With Mom!"		
Monday May 9 12:30 P.M.- 2:30 P.M.	FASHION SHOW ABOARD UNITED AIRLINES' DC-6 "Sun-Seeker Fashions Follow the Sun", fashion showing aboard a United Airlines' DC-6 will be presented by Alexander S. Gross and Brother, Inc., manufacturers of "Grosscraft" and "Sun-Seeker" dresses. Commentator: Nancy Craig, broadcasting over Station WJZ and a nation-wide hookup. Complete transportation facilities will be provided. Attendance by invitation only. Contact: Viola Sylbert, of Saul Krieg Associates, LU. 2-1815.	ALEXANDER S. GROSS & BROTHER, INC.	UNITED AIRLINES TERM. 42ND & VANDERBILT AVE.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 9 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Summer fashions by the Tailored Woman will be presented during luncheon. This will be the first luncheon fashion show at the St. Regis Roof for the Summer season. Press by invitation. Public by reservation; contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF
Monday May 9 5:00 P.M.- 8:00 P.M. Cocktails	PRESENTATION OF NEW LIPSTICK AND MAKE-UP Lady Esther will present a new lipstick and make-up to the press at a cocktail showing. Attendance by invitation only. Publicity: Robert S. Taplinger & Associates, PL. 9-7979.	LADY ESTHER	HOTEL PLAZA RENDEZVOUS ROOM
May 9- May 14	NINETEENTH ANNUAL NATIONAL COTTON WEEK Contact: Charles K. Everett, Cotton-Textile Institute, Inc., WA. 5-4004.		
Tuesday May 10 9:30 A.M. Breakfast	VACATION TIME SHOE FASHIONS Informal showing for the newspaper and syndicate press of the 1949 line of Joyce Summer shoes at Altman's. Attendance strictly by invitation. Altman Publ.: Etta Daub, MU. 9-7000. Joyce Publ.: Mary Marsh, PL. 9-2675.	JOYCE SHOES AT B. ALTMAN & CO.	ALTMAN'S 8TH FLOOR CHARLESTON GARDENS
Tuesday May 10 12:00 Noon Luncheon	PRESS PREVIEW OF FALL FASHIONS Shamokin Woolen Mills invites the fashion press to view its Fall Woolens in fashions by leading designers. Attendance by invitation only. Publicity: Claire A. Wolff, LO. 4-7230.	SHAMOKIN WOOLEN MILLS	WALDORF-ASTORIA JANSEN SUITE
Tuesday May 10 1:00 P.M.	FASHIONS FOR VACATION AND TRAVEL WEAR Press preview of what is planned as a year-round fashion show sponsored by the Travel Bureau of the N.Y. State Department of Commerce, showing vacation and travel fashions for the various seasons at different price ranges. Shows will run about 45 minutes, and the first show will include a group of knitted and non-crushable travel dresses and suits. Producers: Martin Stern, Dir. of the Swim For Health Ass'n.; and Mary Kelley, Dir. of Millinery Fashion Bureau, who will be in charge of styling and coordination of clothes and millinery. Contact: Martin Stern, VA. 6-0543.	TRAVEL BUREAU OF N.Y. DEPT. OF COMMERCE	GRAND CENTRAL TERM. EAST BALCONY
Tuesday May 10 - May 12 3:00 P.M.	SUMMER FASHION PRESENTATIONS Martin's will present a three-day fashion show in connection with Brooklyn Week for the Blind. A complete showing of Summer fashions for misses, women and children. Showing on May 10 and May 11 at 3:00 P.M.; May 12 at 9:00 P.M. Open to public. Publicity: Kay Connelly, TR. 5-3100.	MARTIN'S BROOKLYN	HOTEL ST. GEORGE GRAND BALLROOM
Wednesday May 11 9:30 A.M. Coffee	PRESS SHOWING OF FALL LINGERIE LINE Henson of Texas will present their Fall nylon and rayon tricot lingerie line to the press, introducing the Henson Juniors line. Attendance by invitation. Publicity: Jean Graham, LO. 4-5156.	JOHN W. HENSON & SONS	500 FIFTH AVENUE ROOM 330

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 11 12:30 P.M. Luncheon	PREVIEW OF FALL FASHIONS IN LINGERIE M. C. Schrank will present lingerie for Fall in nylon, cotton, rayon and flannelette. By invitation only. Publ.: Norma Rambach Reese, LA. 4-4282.	M. C. SCHRANK CO. (EMPIRE STATE BLDG.)	HOTEL PIERRE COTILLION ROOM
Wednesday May 11 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT BENEFIT SHOW Showing of Summer fashions by Sydell at a luncheon for the benefit of the Sarah Holland League. Tickets: \$6.50. Contact: Mrs. H. Sherman, GE. 4-8379. Sydell Contact: PL. 8-0892.	SYDELL (666 FIFTH AVENUE)	HOTEL ASTOR ROOF
Wednesday May 11 1:00 P.M. Luncheon	CRUISEWEAR AND DRESSES AT LUNCHEON SHOW Margaret Newman will present a collection of Summer clothes which will be available at The Cotton Shop. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Margaret Newman Publicity: Bettie Hurst, LA. 4-4278. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	MARGARET NEWMAN ORIGINALS (525 SEVENTH AVENUE)	WALDORF-ASTORIA SERT ROOM
Wednesday May 11 1:00 P.M. Luncheon	BENEFIT SHOWING OF SUMMER FASHIONS Cruisewear and dresses by Margaret Newman will be presented at a luncheon show for benefit of Camp League for Underprivileged Children. Tickets: \$6.50; contact: Mrs. Sol Leibner, DE. 2-8586. Margaret Newman Publicity: Bettie Hurst, LA. 4-4278.	CAMP LEAGUE FOR UNDER- PRIVILEGED CHILDREN	HOTEL PLAZA GRAND BALLROOM
Thursday May 12 12:15 P.M. Luncheon	HOME FURNISHINGS LUNCHEON MEETING "Textile Tonic -- On Stage with Decorative Fabrics" will be the subject of the Fashion Group's Home Furnishings luncheon meeting. Speakers from "House and Garden" and "House Beautiful". A display of fabrics will be on display outside the ballroom from 11:30 A.M. Price (including tax and tip): \$3.25 for members; \$3.75 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Saturday May 14 1:00 P.M. Luncheon	SUMMER FASHIONS AT BENEFIT SHOW Sydell will present suits, cocktail and evening fashions at a showing for the benefit of the Camp Moonbeam Goodwill League. Tickets: \$6.50. Contact: Mrs. Kahn, IL. 4-4683. Sydell Contact: PL. 8-0892.	SYDELL (666 FIFTH AVENUE)	ESSEX HOUSE COLONNADES ROOM
Saturday May 14 1:30 P.M. Luncheon	SHOW FOR BENEFIT OF CANCER FUND Summer Fashions by Nantucket Naturals will be presented at a luncheon by the Flatbush Chapter of the National Cancer Fund. Tickets: \$6.50; contact: Mrs. Feit, GE. 6-5963. Publicity: Rosamund Hanscom, TE. 8-8000.	NANTUCKET NATURALS	RITZ CARLTON HOTEL BALLROOM
May 15	STRAW HAT DAY (Sunday).		
May 15	"I AM AN AMERICAN DAY" -- Citizenship Day (Sunday).		
Monday May 16 1:00 P.M. Luncheon	BENEFIT FASHION PRESENTATION Showing of Summer fashion by Marie-Yates for benefit of Camp Nyda (for diabetic children). Hats from Dorothy Gordon. Tickets: \$10.00. Contact: Mrs. Pommer, EN. 2-2485.	MARIE-YATES	WALDORF-ASTORIA SERT ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday May 16- May 21 1:00 P.M.- 10:30 P.M.	FIRST NATIONAL CHILDREN'S EXPOSITION "Our Children's World" National Exposition will present modern and successful techniques in care, feeding, training, clothing and play for children, from infants to the age of twelve. There will be exhibits of infants' and children's apparel and products; a continuous program of entertaining and instructive movies, lectures and demonstrations. Admission: 60¢. Publicity: Horace L. Lyon, PL. 9-8559.	"OUR CHILDREN'S WORLD"	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
Monday May 16 6:00 P.M.	PRESENTATION OF BRAND NAME CLOTHES Gimbels will present their annual showing of famous brand name Spring and Summer casual and town dresses. Open to public. Publicity: Terry Mayer, LO. 5-1500, Ext. 600.	GIMBELS	3RD FLOOR
Tuesday May 17 10:00 A.M.	ANNUAL JUVENILE FASHION CLINIC Parents' Magazine will present their infants' and children's wear fashion clinic for retail stores and resident buying office executives. At the morning clinic, from 10:00 A.M. to 12:00 Noon, Mrs. Beryl Tucker, fashion editor of Parents' Magazine, will present clothes of interest to the children's wear buyers and boys' wear buyers. At the afternoon clinic, from 2:30 P.M. to 4:30 P.M., Nancy Pepper, Fashion Editor of "Calling All Girls", Parents' Institute teen magazine will present a preview of Fall teen fashions, selected from the back-to-school issues of "Calling All Girls" Magazine. There will be a luncheon at 12:30 P.M. with the following speakers: Richard C. Bond, Vice-President of John Wanamaker, Phila.; George Engel, Jr., Secretary of Jane Engel, Inc.; James G. Kendrick, President of the Infants' and Children's Wear Buyers Associa- tion. Tickets: \$17.50 for entire day; \$12.50 for morning clinic; \$6.00 for luncheon alone. Contact: Monroe Michels, Promotion Director of Parents' Magazine, 52 Vanderbilt Avenue, MU. 5-4400.	PARENTS' MAGAZINE	HOTEL ASTOR GRAND BALLROOM
Tuesday May 17 12:00 Noon- 2:00 P.M. Buffet Luncheon	BUFFET LUNCHEON FOR THE PRESS Inaugural party for the press in honor of the dedication of Trifari, Krussman and Fishel's new home at 16 East 40th Street (formerly at 377 Fifth Avenue). Buffet luncheon from 12:00 Noon to 2:00 P.M. Attendance by invitation. Publicity: Viola Shefer, PL. 3-3173.	TRIFARI, KRUSSMAN & FISHEL	16 EAST 40TH STREET FOURTH FLOOR
Tuesday May 17- May 19	ANNUAL TOILET GOODS CONVENTION The presentation of the Charles S. Welch Awards for Packaging, Merchandis- ing and Advertising will highlight the opening day. There will be business meetings and luncheon meetings on all three days for members and non- members. The Scientific Section of the T.G.A. under the chairmanship of Dr. Everett G. McDonough, will conduct symposiums during the course of the convention to discuss current technical developments and problems. Contact: Edward D. Russell, PE. 6-1100; or J. W. Thayer, MU. 6-4300.	TOILET GOODS ASS'N (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA
Wednesday May 18 9:30 A.M. Breakfast	PRESS SHOWING OF FALL SUITS Preview for the press of Fall suits, presented by Lilli-Ann of San Francisco during breakfast. Attendance by invitation only. Publicity: Edith Rubin of Botsford, Constantine, and Gardner, BR. 9-4845.	LILLI-ANN OF SAN FRANCISCO	PARK LANE TAPESTRY ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 18 1:00 P.M. Luncheon	LUNCHEON SHOWING OF SUMMER FASHIONS Russeks will present a showing of Summer cottons during luncheon. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday May 18 2:30 P.M.	SHOWING OF FASHIONS FOR SUMMER WEAR "The Sun-Total of Fashion" showing Summer costumes for town, country, play and evening wear. Open to public. Publ.:Kay Connolly, TR.5-3100.	MARTIN'S BROOKLYN	CASUAL 5TH FLOOR
Thursday May 19 12:00 Noon Informal Luncheon	PRESS SHOWING OF INTRA-CURL HAIR CUT Marguerite E. Buck will demonstrate her unique, patented Intra-Curl Cut, showing how it restores natural wave to the hair. This will be introduced by leading salons throughout the U.S., Canada and Europe. A number of well-known fashion personalities who have been wearing Mrs. Buck's haircut will also be present. Attendance by invitation. Publicity: Jane Sherrard, Fashion Futures, PL. 7-6678.	FASHION FUTURES (MARGUERITE E. BUCK)	724 FIFTH AVENUE SUITE 1007
Thursday May 19 2:00 P.M. Cocktails And 5:30 P.M. Cocktails	VELVETEEN & CORDUROY FALL FASHION SHOW The Merrimack Manufacturing Company will present their velveteen, corduroy and rayon-wool blends in Fall daytime, sports, evening and hostess fashions from: Chee Armstrong, Louella Ballerino, Travis Banton, Brigance, L. Brogan, Hattie Carnegie, Oleg Cassini, Ceil Chapman, Jo Copeland, Ruth Fair, Howard Greer, Edith Head, Merry Hull, Joel, De De Johnson, I. Magnin & Co., Philip Mangone, Monte-Sano & Pruzan, Neiman-Marcus, Toni Owen, Ben Wallace, Joseph Whitehead. Commentator: Maggi McNellis. Attendance by invitation only. Press and Retailers: 2:00 P.M. show (televised). Manufacturers: 5:30 P.M. show. Contact: Mildred E. Pfeifer, Robert B. Grady Co., AL. 4-3660.	MERRIMACK MFG. CO. (1450 BROADWAY)	WALDORF-ASTORIA WEDGWOOD ROOM
Thursday May 19 3:30 P.M.; 8:30 P.M.	SHOWING OF FASHION DESIGNS BY STUDENTS Winning designs by students of Parsons School of Design will be presented at their twenty-fifth annual fashion show. Admission to afternoon showing: \$1.20; evening showing: \$1.80. Contact: Elizabeth Wenig, PL.8-2943.	PARSONS SCHOOL OF DESIGN (136 E. 57 ST.)	HOTEL ASTOR BALLROOM
May 21	NATIONAL FOOT HEALTH WEEK (May 21 - May 28).		
Monday May 23 10:30 A.M.	SECOND POPULAR PRICED SHOE FASHION SHOW Preview of popular price Fall shoe fashions for press and trade, sponsored by the National Association of Shoe Chain Stores and the New England Shoe Association during Market Week, May 23 - May 28. Produced by Tom Lee. Association headquarters: 51 East 42nd St., MU. 2-8705. Fashion Director and Publicity: Mimi Aleinikoff, PL. 7-8290.	SHOE CHAIN STORES; SHOE & LEATHER ASS'N.	HOTEL STATLER GRAND BALLROOM
Monday May 23 2:00 P.M.- 7:00 P.M. Cocktails	OPEN HOUSE FOR TRADE AND CUSTOMERS The trade and customers will be invited to an inaugural party in honor of the informal dedication of the new home of Trifari, Krussman and Fishel at 16 East 40th Street. Publicity: Viola Shefer, PL. 3-3173.	TRIFARI, KRUSSMAN & FISHEL	16 EAST 40TH STREET 4TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 24 12:30 P.M. Box Luncheon	PRESS PREVIEW OF FALL FASHIONS Sigmund Crane presents his Fall Collection of high fashions priced for the "Middle Millions", to retail from 20 to 40 dollars. Press by invitation. Publicity: Ruth Hammer Associates, EL. 5-6043.	SIGMUND CRANE	498 SEVENTH AVENUE SHOWROOM--15TH FL.
Tuesday May 24 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW The Tailored Woman will present Summer fashions at a luncheon show. (Note change of date). Press by invitation. Public by reservation; contact: "Frank", EL. 5-3000. Tailored Woman Publ.: Belle Irene Gillis, PL. 5-2500. Ted Saucier Publ. Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday May 24 1:30 P.M. Luncheon	BENEFIT FASHION SHOW BY MARGARET NEWMAN Summer clothes by Margaret Newman at a luncheon show for benefit of the Denver Home for Asthmatic Children. Contact: Claire Leiban, UL. 9-0688. Margaret Newman Publicity and Commentator: Bettie Hurst, LA. 4-4278.	BENEFIT OF DENVER HOME FOR ASTHMATIC CHILDREN	TAVERN ON THE GREEN CENT. PK. W. AT 65TH
Beginning Tuesday May 24- May 27	"PAIR-OFF SEPARATES" DESIGNED IN CALIFORNIA Koret of California will present Stephanie Koret's Fall sportswear collection, emphasizing "Pair-Off Separates". Director of showing and Publicity for Koret of California: Al Citron. Attendance by invitation or by appointment. Contact: Alice White, Abbott Kimball, PL. 3-9600.	KORET OF CALIFORNIA	GOTHAM HOTEL PRIVATE SUITE
May 30	MEMORIAL DAY (Monday) Legal Holiday.		
Wednesday June 1 9:30 A.M. and 2:30 P.M.	THIRTEENTH ANNUAL COLLEGE CLINIC Mademoiselle presents its 13th Annual College Clinic, a preview of fashions from the August College issue. By invitation only for Mlle's official tie-in stores, which have already been notified. Contact: Wilma Libman Bell, Promotion Director, MU. 3-8910.	MADemoisELLE	HOTEL ROOSEVELT BALLROOM
Wednesday June 1 4:30 P.M. Cocktails	PRESS SHOWING: FALL AND WINTER COLLECTION Private showing for the press of McMullen's new Fall and Winter collection. Seating from 3:30 P.M. Showing promptly at 4:30 P.M. <u>Strictly by invitation</u> , which must be presented at the door. (SHOWING TO THE TRADE AT McMULLEN'S SHOWROOM, 475 FIFTH AVENUE, ON THURSDAY, JUNE 2, AT 10:30 A.M. AND 2:30 P.M.) Publicity: Isabella Crawford, MU. 3-9560.	McMULLEN-LEAVENS CO.	HOTEL PLAZA BALLROOM
Friday June 3 1:00 P.M. Luncheon	ORIGINAL DESIGNS AT BENEFIT LUNCHEON A fashion show presenting dresses and suits by Helen de Huene and hats by John Frederics will be given at a benefit luncheon show. Tickets: \$4.00. Contact: Miss Jardane, 16 West 58th Street, PL. 9-1350.	BENEFIT DANISH-AMERICAN WOMEN'S ASSOCIATION	WALDORF-ASTORIA WEST BALLROOM
Week Of June 6	OPENING OF FALL SPORTSWEAR LINES Members of the Sportswear Guild include: ADLER & ADLER, INC.; DAVIDOW; DAVID M. GOODSTEIN, INC.; KANE-WEILL; MUTUAL-ROSENBLOOM CO.; CHARLES W. NUDELMAN, INC.; ZOLTAN ROSENBERG; SPORT-CRAFT, INC.; STAR-MAID DRESSES, INC. Contact individual manufacturers.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday June 6	<p>OPENING OF FOGA FALL COLLECTIONS</p> <p>The FOGA Collections will be shown for a two-week period with about the same number of firms opening in each of the two weeks. Guild members who will present their lines include:</p> <p>HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. CARLYE DRESS CORP. DEITSCH, WERSBA & COPPOLA ED GERRICK, INC. A. GOODMAN & CO., INC. GRABOIS FRED GREENBERG DRESS CO.</p>	<p>FASHION ORIGINATORS' GUILD OF AMERICA</p> <p>JOSEPH HALPERT, INC. HORWITZ & DUBERMAN, INC. INTERNATIONAL DRESS CO. JUNIOR LEAGUE FROCKS, INC. NAT KAPLAN CHARLES LANG, INC. DAVID LEONARD & LEVINE MARY LEE, INC. NATHAN-STRONG, INC. PAUL PARNES CORP.</p>	<p>INDIVIDUAL NEW YORK SHOWROOMS</p> <p>PARNIS-LIVINGSTON, INC. BEN REIG, INC. RUDOLF GOWNS PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE JANET TAYLOR HANNAH TROY, INC.</p>
Tuesday June 7 12:30 P.M. Luncheon	<p>FALL MILLINERY AT LUNCHEON SHOW</p> <p>Semi-annual luncheon showing by the Millinery Designers League with a presentation of advance Fall hats. Press by invitation. Luncheon tickets available to the trade. Price will be announced next week. Contact: Anne Hoerer, PE. 6-8444.</p>	<p>MILLINERY DESIGNERS LEAGUE</p>	<p>WALDORF-ASTORIA STARLIGHT ROOF</p>
Tuesday June 7 4:30 P.M. Cocktails	<p>PREVIEW OF SEPTEMBER CAREER ISSUE</p> <p>Fashion show to preview "Glamour" Magazine's September 1949 Career issue, and to announce the winners of the Glamour Survey, "Ten Girls With Taste". Press by invitation. Tickets limited to "Glamour" tie-in stores and buying offices. Contact: Nina R. Kyle or Mary Joan Finley, LE. 2-7500.</p>	<p>GLAMOUR MAGAZINE</p>	<p>HOTEL PIERRE GRAND BALLROOM</p>
Wednesday June 8 4:00 P.M.- 7:00 P.M. Cocktails	<p>NINTH ANNUAL NATIONAL SEWING CONTEST</p> <p>The National Needlecraft Bureau will present a fashion show of garments entered in the Ninth Annual National Sewing Contest. Presentation of National First Prizes to eight top prize winners. Attendance by invitation only. Contact: Grace Turner, Director, Women's Department, Win Nathanson & Associates, Inc., MU. 2-6560.</p>	<p>NATIONAL NEEDLECRAFT BUREAU</p>	<p>WALDORF-ASTORIA SERT ROOM</p>
Wednesday June 8 4:15 P.M. Cocktails	<p>FASHION SHOW: PREVIEW OF SEPTEMBER ISSUE</p> <p>Preview of Charm's September issue at a cocktail show. For Charm tie-in stores, by invitation only. Publicity: Eloise Rey, MU. 3-8910.</p>	<p>CHARM MAGAZINE</p>	<p>HOTEL PLAZA GRAND BALLROOM</p>
Thursday June 9 5:00 P.M. Cocktails Buffet	<p>SEMI-ANNUAL MERCHANDISE AND FASHION CLINIC</p> <p>Miron will hold its semi-annual Merchandise and Fashion Clinic to introduce the Fall fabrics collection. Attendance by invitation only for Miron's franchised piece goods stores and fabric press. Publicity: Mrs. Eleanor W. Howard, Promotion Director, LE. 2-8340.</p>	<p>MIRON MILLS, INC. (51 MADISON AVENUE)</p>	<p>HAMPSHIRE HOUSE COTTAGE</p>
Monday June 13 1:00 P.M. Luncheon	<p>SUMMER FASHIONS AT LUNCHEON SHOW</p> <p>Showing of Summer fashions by Russeks during luncheon. Russeks Publ.: Helen Moran, WI. 7-1900. St. Regis Publ.: Mary Alice Rice, CI. 6-1790.</p>	<p>RUSSEKS FIFTH AVENUE</p>	<p>ST. REGIS HOTEL ROOF</p>

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday June 16 3:30 P.M. Cocktails	PRESS SHOWING OF FLEXEES Artistic Foundations--Flexees, Inc.--will present a Fall showing for the press. A new line of sportswear will be included with these foundations. Cocktails at 3:30 P.M. Showing at 4:00 P.M. Attendance by invitation only. Publicity: Bee Bradshaw, Artistic Foundations, MU. 9-2100.	ARTISTIC FOUNDATIONS "FLEXEES"	417 FIFTH AVENUE SHOWROOM - 6TH FL.
Thursday June 16 8:30 P.M.	SECOND ANNUAL DESIGNERS' FASHION SHOW For the second time, members of the Society (formerly Guild) of New York Dress Designers, Inc. will present a comprehensive showing of Fall fashions based on a single theme. Included will be the work of designers from sportswear, daytime, evening and wedding houses which produce all sizes and represent all price ranges, including the highest price lines. Theme and title of show will be announced later. Tickets: \$10.00; contact: Mrs. Hazel L. Rice, WI. 7-5681. Press by invitation only. Publicity and staging: Charlotte Parker, MU. 8-4410.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	HOTEL ASTOR GRAND BALLROOM
June 19	FATHER'S DAY (Sunday).		
June 20- June 24	FALL CORSET AND BRASSIERE WEEK. Contact: Jed Sylbert, 200 Fifth Avenue, MU. 3-1593.		
June 20- June 25	SWIM FOR HEALTH WEEK. Publicity: Martin Stern, VA. 6-0543.		
Tuesday June 21 2:30 P.M.	SHOWING OF "COMPLAINT-FREE-CLOTHES" A fashion show featuring "Complaint-Free-Clothes" will be sponsored by the NRDGA in conjunction with its Merchandising Division Convention, June 20 - June 21. The show will be produced in cooperation with the fashion editorial staff of "Good Housekeeping" magazine and the textile division of Good Housekeeping Institute, and will be based on fashion correctness, serviceability, fabric performance and promotion possibilities. Attendance by invitation only. Publ.: Dane Hahn, CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASSOCIATION	HOTEL STATLER GRAND BALLROOM
Wednesday June 22 7:00 P.M. Cocktails Dinner	ANNUAL RAINWEAR FASHION SHOW The N. Y. Raincoat Manufacturers Association will present Fall Rainwear at their fourth annual fashion show and dinner for press and buyers. By invitation only. Publicity: Renee Isaacs, Jack Berman Co., Inc., MU. 9-1546.	NEW YORK RAINCOAT MANUFACTURERS ASSN.	WALDORF-ASTORIA GRAND BALLROOM
Tuesday June 28 12:15 P.M. Luncheon	ACCESSORIES DIVISION LUNCHEON MEETING The Fashion Group will present Fall accessories at a fashion show. Chairman of Accessories Division: Marjorie Schlesinger. More details later. Price (including tax and tip): \$4.00 for members; \$4.50 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR GRAND BALLROOM
Wednesday June 29 4:30 P.M. Cocktails 5:00 P.M. Show	"HELLER HIGHLIGHTS" SEMI-ANNUAL FASHION SHOW Semi-annual fashion show featuring the Fall collection of "La Tausca" simulated pearls and "Dorel" costume jewelry. Attendance by invitation only. Commentator: Faith Keano. Publicity: Ruth Lerner, OR. 9-3350.	HOUSE OF HELLER (411 FIFTH AVENUE)	HOTEL AMBASSADOR TRIANON ROOM

MUSIC...MOVIES...THEATRES...TELEVISION

Week	BALLET THEATRE	METROPOLITAN OPERA HOUSE, B'WAY & 39TH ST.
Of	SUNDAY, MAY 1: (Mat.)	LES SYLPHIDES, PETER AND THE WOLF, PRINCESS AURORA
May 1	SUNDAY, MAY 1: (Eve.)	GISELLE, FACSIMILE, TALLY-HO
	TUESDAY, MAY 3:	LES SYLPHIDES, FALL RIVER LEGEND, NUTCRACKER, HELEN OF TROY
	WEDNESDAY, MAY 4:	INTERPLAY, BILLY THE KID, UNDERTOW, FANCY FREE
	THURSDAY, MAY 5:	PETROUCHKA, PILLAR OF FIRE, BLACK SWAN, FANCY FREE.
	FRIDAY, MAY 6:	THEME AND VARIATIONS, JARDIN, FACSIMILE, GALA PERFORMANCE
	Publicity: William Fields, CI. 5-7930.	
Monday	REVIVAL: "MEDEA"	N. Y. CITY CENTER, 131 WEST 55TH ST.
May 2	Guthrie McClintic presents Judith Anderson in a revival of "Medea" adapted by Robinson Jeffers from the Medea of Euripides. Staged by Guthrie McClintic. Settings: Ben Edwards. Costumes: Castillo. Publicity: Lorella Val-Mery, CI. 7-5152.	
Tuesday	TELEVISION: "MEET MRS. MARKEL"	DUMONT STATION, WTTG, CHANNEL 5, WASHINGTON
May 3	Eleven children of government and embassy officials will serve as models on a television fashion show in Washington, D.C., featuring juvenile Summer sportswear by Hi-Line, N.Y. children's wear manufacturer. Publicity: Franklin Fisher and Associates, Doris Herzig, MU. 2-1983.	
Wednesday	PREMIERE: "MRS. GIBBONS' BOYS"	MUSIC BOX, 45TH ST. WEST OF B'WAY
May 4	George Abbott will produce and direct a new comedy by Will Glickman and Joseph Stein. Cast includes Lois Bolton, Glenda Farrell, Richard Carlyle, Ray Walston and Francis Compton. Scenery: John Root. Costumes: John Robert Lloyd. Publicity: Richard Maney, WI. 7-6939.	
Wednesday	TELEVISION: "FASHIONS ON PARADE"	TOP PRODUCTIONS, WJZ-TV, CHANNEL 7
May 4	Television series sponsored by Lord and Taylor, this week based on a Mother's Day Story. Fashions include: Fred Greenberg and Ceil Chapman gowns; Harris Raincoats; Flaubert Negligees; Kraines Blouses; Vanity Fair Lingerie; Berkshire Hosiery; Aris Gloves; Marvella Pearls; Bienen Davis Bags; Schwartz & Rosenfeld Hats. Commentator: Adelaide Hawley. Publicity for Lord and Taylor: Gloria Carr, WI. 7-3300. Publicity for TOP Productions: Marion Mondschein, MU. 7-0272.	
Friday	PREMIERE: "FLAMINGO ROAD" (Movie)	STRAND THEATRE, B'WAY & 47TH ST.
May 6	Warner Brothers will present Joan Crawford in a modern drama depicting a woman's rise from poverty road to "Flamingo Road". Producer: Jerry Wald. Director: Michael Curtiz. Costumes: Travilla. Publ.: Eve Siegel, CI. 6-1000.	
Monday	PREMIERE: "THE FORBIDDEN STREET"	ROXY THEATRE, 7TH AVE. & 50TH ST.
May 6	Twentieth Century Fox release, filmed in England, based on Margery Sharp's novel "Britannia Mews". Starring Maureen O'Hara and Dana Andrews. Producer: William Perlberg. Publ.: Jeannette Sawyer, CO. 5-3320.	
Monday	PREMIERE: "DEVIL IN THE FLESH" (Movie)	PARIS THEATRE, 4 WEST 58TH ST.
May 9	Benefit American premiere of the long-awaited French film based on "Le Diable Au Corps" by Raymond Radiguet, starring Micheline Presle and Gerard Philipe. Producer: Paul Graetz. Director: Claude Autant Lara. Also, the documentary film "A Visit with Maillol". Entire receipts of premiere for five French relief charities. Tickets: \$5.00; thereafter, 85¢ to \$1.50. Publicity: Lillian Gerard, PL. 5-3760.	